

RETAILERS LOCATED IN DIVISIONS 1622 / 1623 / 1638 HAVE BEEN INCLUDED IN THIS PROMOTION IF ENOUGH RETAILERS ON DIR ACCT LIST.

BRAND STIMLES DORAL LT 100 FF 100 ULT 100 LT 100 MEN 100 BOX 100

PROMOTIONAL FLOOR DISPLAYS (ITEM #3432) WILL BE SHIPPED DIRECTLY TO RETAILERS MARKED HOLD FOR RETAILER

RETAILERS SHOULD MAINTAIN DISPLAY FOR FUTURE PROMOTIONS

SEE ATTACHED 1ST QTR WORKPLAN FOR PRICING GUIDELINES

RETAIL DISTRIBUTION DATE: MARCH 9, 1993

10 CARTONS PER STYLE

DORAL

S/REP	R/REP	SIS#	FULL NAME	ADDRESS	CITY	STATE	LT	LT	FF	LT	LT	LT	FF	LT	VAP DIRECT ACCT		DIR ACCT
							100	100	100	100	100	100	100	100	VAP SIS#	NAME	SUPPLIER #
162204	162223	03624	SUSQUEHANNA BEV	SWAINST	HALLSTEAD	PA	40	30	10	10	20	10	20	20	94034	MID VALLEY CANDY	
162204	162223	03631	CHOCOLATE MILK	RR BOX 192	FRIENDSVILLE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	24124	BEV DISTRIBUTOR	68 BRIDGE ST	TUNKHANNOCK	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	31000	SPRINKLES	RR 1	FASSETT	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	32000	FRUIT FARM	100 MAIN ST	SUSQUEHANNA	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	70330	ICE CREAM SALES	RR BOX 1028E	LITTLE MEADOWS	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	72002	ICE CREAM MILK	RR BOX 10	GILBERT	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	80000	BOB'S COUNTRY MILK	RR W. VIEW PLAZA	GREATBEND	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	08070	MOVING VALLEY	RR 1	EDWARDSVILLE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	08080	WEST END BEVERAGE	RR 1	GILBERT	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	10000	ICE CREAM	RR 1	PLYMOUTH	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	12000	ICE CREAM	RR 1	MUNICK & CO	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	14000	ICE CREAM	RR 1	CLINTON	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	16000	ICE CREAM	RR 1	BERWICK	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	18000	ICE CREAM	RR 1	EXETER	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	20000	ICE CREAM	RR 1	BEANS	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	22000	ICE CREAM	RR 1	CHESLTON	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	24000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	26000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	28000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	30000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	32000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	34000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	36000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	38000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	40000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	42000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	44000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	46000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	48000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	50000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	52000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	54000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	56000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	58000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	60000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	62000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	64000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	66000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	68000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	70000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	72000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	74000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	76000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	78000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	80000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	82000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	84000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	86000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	88000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	90000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	92000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	94000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	96000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	98000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	
162204	162223	100000	ICE CREAM	RR 1	BRIDGE	PA	20	20	20	20	10	10	10	10	76406	KLEN CANDY	

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RETAILERS LOCATED IN DIVISIONS 1622, 1623, & 1630 HAVE BEEN INCLUDED IN THIS PROMOTION IF ENOUGH RETAILERS ON DIR ACCT LIST

DORAL 1/2 CARTON PRE-SLEEVED PROMOTION #80692

BRAND NAMES DO NOT IMPLY COVER OR QUALITY MEN'S COATS 001 002 003 004 005 006 007 008 009 010 011 012 013 014 015 016 017 018 019 020 021 022 023 024 025 026 027 028 029 030 031 032 033 034 035 036 037 038 039 040 041 042 043 044 045 046 047 048 049 050 051 052 053 054 055 056 057 058 059 060 061 062 063 064 065 066 067 068 069 070 071 072 073 074 075 076 077 078 079 080 081 082 083 084 085 086 087 088 089 090 091 092 093 094 095 096 097 098 099 100

PROMOTIONAL FLOOR DISPLAYS (ITEM 5036) WILL BE SHIPPED DIRECTLY TO YOUR WORKS. HOLD FOR THE REF.

NAME: _____ SHOULD MAINTAIN DISPLAY FOR FUTURE PROMOTIONS

SEE ATTACHED 1ST QTR WORKPLAN FOR PRICING GUIDELINES

RETAIL DISTRIBUTION DATE: MARCH 9, 1998

#CARTONSPERSTYLE

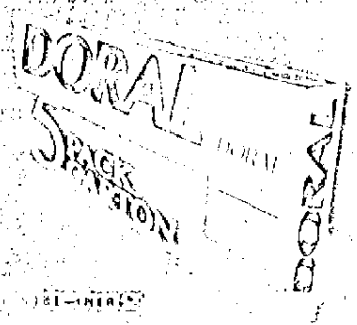
DORALE

S/REP	R/REP	SIS#	FULL NAME	ADDRESS	CITY	STATE	LT 100	LT 100	FF 100	LT 100	LT MEN 100	FF BOX 100	LT BOX 100	VAP SIS#	VAP DIRECT ACCT NAME	DR ACCT SUPPLIER #	
162204	162223	748853	THE TOBACCO STOP	8 VILLAGE CTR	E STROUDSBURG	PA	20	20	20	20	10	10	10	10	761406	KLEIN CANDY	
162204	162223	759923	SCRANTON TOBACCO	219 W OLIVE ST	SCRANTON	PA	20	20	20	20	10	10	10	10	761406	KLEIN CANDY	
162204	162223	774117	PA TOBACCO	40 POCONO BLVD	MT POCONO	PA	30	30	30	30	15	15	15	15	761406	KLEIN CANDY	
162204	162223	880801	POCONO CONVENIENCE	650 RT 63 RD	MATAMORA	PA	30	30	30	30	15	15	15	15	761406	KLEIN CANDY	
162208	162220	745242	BACK MOUNTAIN TOB	RT 30 BOX 100	DALLAS	PA	40	40	40	40	20	20	20	20	8493	MID VALLEY CANDY	
162209	162222	417763	MONTEGUE TOBACCO	632 DAVIS ST	SCRANTON	PA	40	40	40	40	20	20	20	20	8493	MID VALLEY CANDY	
162210	162223	591068	CATSKILL DISCOUNT BEV	100 MAIN ST	LIBERTY	NY	30	30	30	30	15	15	15	15	442680	MOUNTAIN CANDY	92444
162210	162223	754197	BEZ ENTERPRISE	DBA COOKS	SIDNEY	NY	30	30	30	30	15	15	15	15	442680	MOUNTAIN CANDY	

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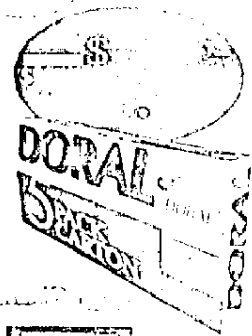
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...SAYED



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PACK
CARTON



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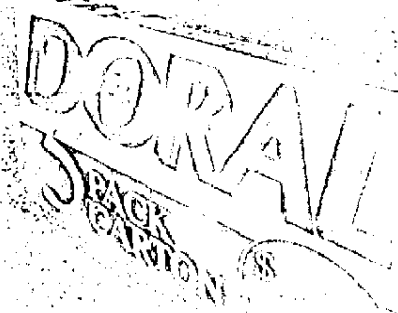
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...in CONVEYERS
...Anorthrop
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DORAL

• March - CTS Outlet Pack Promotion

Pre-packed 5-pack sleeve (1/2 carton) with name generation insert

- Promotion targeted for Retail Partners
- Designed to offer an alternative to carton purchasers that become interested in trading down to pack purchasers due to potentially higher retail prices in 1998
- Incentive consumer to purchase 5 packs versus 2-3 packs
- Generate names for DORAL & Co
- No special offer included with 5 pack sleeves. The normal ceiling strategy pricing activity should also be applied to each 5 pack sleeve (examples below)
- 5 pack sleeves will arrive at direct accounts in plain white cartons 2 sleeves per carton
- Direct account should ship designated quantity of sleeves to targeted CTS outlets
- Special floor display/POS Kit available

Promotion execution at retail - 5 pack sleeve

Proper pricing communication is critical to the success of this promotion

Option #1

- When selling promotion to retailer, number 1 objective is to achieve the best selling price for the 5 pack sleeve (Option #1). Retailers that insist on using the normal pack price times 5 packs to arrive at 5 pack sleeve selling price should not be sold this promotion

5-pack sleeve priced equal to 1/2 of the retailer carton price, minus any ceiling strategy discount in place at the time

Carton Price (non-promoted) \$14.90

Ceiling Strategy Buydown \$2.00/cdn/20c per pack

$\$14.90 \text{ Carton price} \div 2 = \$7.45 - \text{discount } (\$1.00) = \$6.45 \text{ 5 pack sleeve price}$

Option #2

- 5 Pack sleeve priced at a lower price than 5 packs would normally sell for

Example: 5 Pack price (non-promoted) \$1.69

Ceiling Strategy Buydown \$2.00 per ctn/20c per pack

Retailer reduces 5 pack sleeve price 10c per pack

$\$1.59 \times 5 \text{ packs} = \$7.95 - \text{discount } (\$1.00) = \$6.95 \text{ 5 pack sleeve price}$

- Regardless of the pricing strategy used by retailer to determine 5 pack sleeve price, price communication of the 5 pack sleeve is critical to the success of this offer. You should ensure the new pack and carton prices are used to communicate the net price of the 5 pack sleeve and the amount saved by customers over the normal price for 5 packs.

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Journal of Interpersonal Violence 26(1) 10–27
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RETAILERS LOCATED IN DIVISIONS 1622/1623/1638 HAVE BEEN INCLUDED IN THIS PROMOTION IF ENOUGH RETAILERS ON DIR ACCT LIST

BORAL IN CARTON PRE-SLEEVED PROMOTION 30027

PROMOTIONAL FLOOR DISPLAYS (ITEM 5739) WILL BE SHIPPED DIRECTLY FROM THE MANUFACTURER. RETAILERS SHOULD MARK DISPLAYS FOR FUTURE PROMOTIONS.

SEE ATTACHED 1ST QTR WORKPLAN FOR PRICING GUIDELINES

RETAIL DISTRIBUTION DATE: MARCH 9, 1998

CARTONS PER SIDE

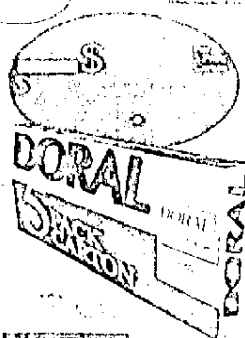
D O R A L

REPAIRS DISTRIBUTION DATA - MARCH 1993							REPAIRS DISTRIBUTION DATA - MARCH 1993										REPAIRS DISTRIBUTION DATA - MARCH 1993		
S/REP	R/REP	SIS#	FULL NAME	ADDRESS	CITY	STATE	LT	LT 100	FF 100	ULT 100	LT MEN	LT MEN 100	FF BOX 100	LT BOX 100	VAP SIS#	DIRECT NAME	ACCT	SUPPLIER	
162303	162324	7638	FIVE CORNER ATLANTIC	378 MARIAVILLE RD	SCHEENECTADY	NY	30	30	30	30	15	15	15	15	194040	FINKLE DIST INC			
162303	162324	7638	WASH DRY LAUNDRY	82 MAIN ST	CORINTH	NY	30	30	30	30	15	15	15	15	160600	DONAHUE TOBACCO CO			
162304	162321	475520	VITA MART	MILTON AVENUE	BALLSTON SPA	NY	30	30	30	30	15	15	15	15	611800	STANDARD ROSENBAUM			
162304	162321	500871	VITA MART	114 PARK AVE	MECHANICVILLE	NY	30	30	30	30	15	15	15	15	611800	STANDARD ROSENBAUM			
162304	162321	598446	SANTOSHI K RAIZADA	4 FIRERD	CLIFTON PARK	NY	30	30	30	30	15	15	15	15	611800	STANDARD ROSENBAUM			
162304	162321	762959	THRUWAY BEVERAGE II	1184 STATE ROUTE 29	GREENWICH	NY	30	30	30	30	15	15	15	15	611800	STANDARD ROSENBAUM			
162304	162322	777425	SMOKERS PARADISE III	674 NEW LOUDEN RD	CATHAM	NY	30	30	30	30	15	15	15	15	442880	MOUNTAIN CANDY			
162305	162322	757620	SMOKERS PARADISE	80 STATE ST	ALBANY	NY	30	30	30	30	15	15	15	15	442880	MOUNTAIN CANDY			
162306	162325	7675	A MART MERCHANDISE	716 PAWLING AVE	TROY	NY	30	30	30	30	15	15	15	15	194040	FINKLE DIST INC			
162306	162325	7741	SMOKERS PARADISE V	6012 PAWLING AVE	TROY	NY	30	30	30	30	15	15	15	15	442880	MOUNTAIN CANDY			
162306	162325	76425	SMOKERS PARADISE VI	RT 7 HOOSICK ST	TROY	NY	30	30	30	30	15	15	15	15	442880	MOUNTAIN CANDY			
162306	162325	58308	BEVERAGE MART	75 CAN AVE	WYANTSK	NY	30	30	30	30	30	30	30	30	611800	STANDARD ROSENBAUM			
162306	162325	162325	RETAIL INC	REPAIRS WOODBURY	RENSSELAIR	NY	30	30	30	30	15	15	15	15	611800	STANDARD ROSENBAUM			
162308	162328	58308	THRUWAY BEVERAGE	162 COLUMBIA TPKE	CASTLETON	NY	30	30	30	30	15	15	15	15	611800	STANDARD ROSENBAUM			
162307	162327	162327	THRUWAY PHARMACY INC	THRUWAY SHOPPING PLAZA	WALDEN	NY	30	30	30	30	15	15	15	15	442880	MOUNTAIN CANDY			

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SALE PRICE GOES

PACK
CARTON



W. J. ...

SECRET

100-443612-214910

100-443887-100

1. DATE 11/22/2003 BY IPROD WILLIAMS 12

...with SP&A

(Faint handwritten notes at the bottom of the page)

Genetic Replication

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1. Administrative (Departmental) functions: to provide
 the necessary administrative support to the
 various departments of the Government.
 2. Legislative functions: to assist the
 various departments in the preparation of
 bills and resolutions for the consideration of
 the Legislature.

07-0160-0040-0000

51852 8106

DORAL

March - CTS Outlet Pack Promotion

Pre-packed 5-pack sleeve (1/2 carton) with name generation insert

Promotion targeted for Retail Partners

Designed to offer an alternative to carton purchasers that become interested in trading down to pack purchasers due to potentially higher retail prices in 1998

Incentivize consumer to purchase 5 packs versus 2-3 packs

Generate names for DORAL & Co.

No special offer included with 5 pack sleeves - The normal ceiling strategy pricing activity should also be applied to each 5 pack sleeve (examples below)

5 pack sleeves will arrive at direct accounts in plain white cartons - 2 sleeves per carton

Direct account should ship designated quantity of sleeves to targeted CTS outlets

Special floor display/POS Kit available

Promotion execution at retail - 5 pack sleeve

Proper pricing communication is critical to the success of this promotion

Option #1

- When selling promotion to retailer, number 1 objective is to achieve the best selling price for the 5 pack sleeve (Option #1). Retailers that insist on using the normal pack price (1 mas 5 packs to arrive at 5 pack sleeve selling price should not be sold this promotion.

- 5-pack sleeve priced equal to 1/2 of the retailer carton price (minus any ceiling strategy discount in place at the time)

Carton Price (non-promoted) = \$14.90

Ceiling Strategy Buydown = \$2.00 ctn/20% per pack

$\$14.90 \text{ Carton price} \div 2 = \$7.45 - \text{discount } (\$1.00) = \$6.45 = 5 \text{ pack sleeve price}$

Option #2

- 5 Pack sleeve priced at a lower price than 5 packs would normally sell for

Example: Pack price (non-promoted) = \$1.69

Ceiling Strategy Buydown = \$2.00 per ctn/20% per pack

Retailer reduces 5 pack sleeve price 10% per pack

$\$1.69 \times 5 \text{ packs} = \$8.45 - \text{discount } (\$1.00) = \$7.45 = 5 \text{ pack sleeve price}$

- Regardless of the pricing strategy used by retailer to determine 5 pack sleeve price, price communication of the 5 pack sleeve is critical to the success of this offer. You should ensure the new pack and carton prices are used to communicate the net price of the 5 pack sleeve and the amount saved by customers over the normal price for 5 packs

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SEE THE END OF THE ROAD TO THE ENDLINES

REAL DISTRIBUTION DATE 12/13/01 13:38

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DOCS

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DORAL

o Match - CTS Outlet Pack Promotion

Pre-packed 5-pack sleeve (1/2 carton) with name generation insert.

Promotion targeted for Retail Partners.

Designed to offer an alternative to carton purchasers that become interested in trading down to pack purchasers due to potentially higher retail prices in 1998.

Incentivizes consumer to purchase 5 packs versus 28 packs.

Generate names for DORAL & Co.

No special offer included with 5 pack sleeves. The normal calling strategy/pricing activity should also be applied to each 5 pack sleeve (examples below).

5 pack sleeves will arrive at direct accounts in plain white cartons, 2 sleeves per carton.

Direct account should ship designated quantity of sleeves to targeted CTS outlets.

Special floor display/POS Kit available.

Promotion execution at retail - 5 pack sleeve

Proper pricing communication is critical to the success of this promotion.

Option #1

When selling promotion to retailer, number 1 objective is to achieve the best selling price for the 5 pack sleeve (Option #1). Retailers that insist on using their normal pack price for the 5 packs to arrive at 5 pack sleeve selling price should not be sold this promotion.

5 pack sleeve price equals 1/2 of the retailer carton price, minus any calling strategy discount in place at the time.

Carton Price (non-promoted)

\$14.00

Celling Strategy Buydown

\$2.00 (20% off) per pack

$\$14.00 \text{ Carton price} \div 2 = \$7.00 - \text{discount } (\$1.00) = \$6.00 \text{ 5 pack sleeve price}$

Option #2

5 Pack sleeve price is a 50% discount to the price which would normally apply.

Example: Pack price (non-promoted) \$14.00

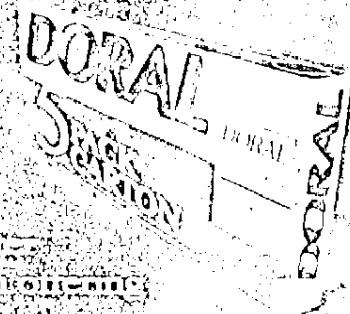
Celling Strategy Buydown \$2.00 (20% off) per pack

Retailer reduces 5 pack sleeve price 50% per pack

$\$14.00 \times 5 \text{ packs} = \$70.00 - \text{discount } (\$10.00) = \$60.00 \text{ 5 pack sleeve price}$

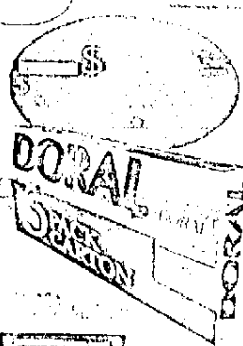
Regardless of the pricing strategy used by retailer to determine 5 pack sleeve price, price communication of the 5 pack sleeve is critical to the success of this offer. You should ensure the new pack and carton prices are used to communicate the net price of the 5 pack sleeve and the amount saved by customers over the normal price for 5 packs.

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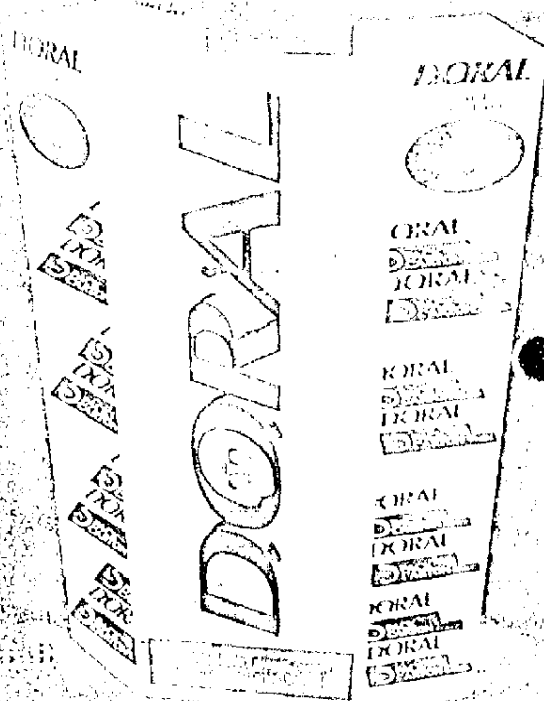


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PACK
CARTON



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... oversized
... changes from
... unique
... attention
... women
... to

51852 8110

RETAILERS LOCATED IN DIVISIONS 1622 / 1623 / 1638 HAVE BEEN INCLUDED IN THIS PROMOTION (IF ENOUGH RETAILERS ON DIR ACCT. LIST).

DORAL 1/2 CARTON PRE-SLEEVED PROMOTION #800027

BRAND STYLES: DORAL LT / LT 100 / FF 100 / LT MEN / LT MEN 100 / ULT LT 100 / FF BOX 100 / LT BOX

PROMOTIONAL FLOOR DISPLAYS (ITEM #537352) WILL BE SHIPPED DIRECTLY TO RETAILERS MARKED "OLD FOR REP"

RETAILER SHOULD MAINTAIN DISPLAY FOR FUTURE PROMOTIONS.

SEE ATTACHED 1ST QTR WORKPLAN FOR PRICING GUIDELINES

RETAIL DISTRIBUTION DATE: MARCH 9, 1998

CARTONS PER STYLE

DORAL

Retail Reps

S/REP	R/REP	SIS#	FULL NAME	ADDRESS	CITY	STATE	LT	LT 100	FF 100	ULT LT 100	LT MEN	LT MEN 100	BOX 100	BOX 100	VAP	SIS#	VAP DIRECT ACCT NAME	DIR ACCT SUPPLIER #
162208	162220	746242	BACK MOUNTAIN TOB	RT 308 415 PLAZA	DALLAS	PA	40	40	40	40	20	20	20	20	94931		MID VALLEY CANDY	
162209	162222	412764	MONTAGE TOBACCO	832 DAVIS ST	SCRANTON	PA	40	40	40	40	20	20	20	20	94931		MID VALLEY CANDY	
162204	162223	581942	SUSQUEHANNA BEV	S MAIN ST	HALLSTEAD	PA	40	40	40	40	20	20	20	20	94931		MID VALLEY CANDY	
162204	162223	036889	CHOCONUT MKT	RR 1 BOX 7692	FRIENDSVILLE	PA	20	20	20	20	10	10	10	10	761406		KLEIN CANDY	
162204	162223	281946	B & R DISTRIBUTOR	65 BRIDGE ST	TUNKHANNOCK	PA	20	20	20	20	10	10	10	10	761406		KLEIN CANDY	
162204	162223	310108	SHEDDEN'S	RT 14	FASSETT	PA	20	20	20	20	10	10	10	10	761406		KLEIN CANDY	
162204	162223	651111	FAMILY FARM	106 MAIN ST	SUSQUEHANNA	PA	20	20	20	20	10	10	10	10	761406		KLEIN CANDY	
162204	162223	703602	OUT RIGHT SALES	RR 1 BOX 1025B	LITTLE MEADOWS	PA	20	20	20	20	10	10	10	10	761406		KLEIN CANDY	
162204	162223	764192	AL'S MIDSTATE MKT	RR 3 BOX 61	GILLET	PA	20	20	20	20	10	10	10	10	761406		KLEIN CANDY	
162204	162223	819485	ROB'S COUNTRY MKT	RT 11 MT VIEW PLAZA	GREAT BEND	PA	20	20	20	20	10	10	10	10	761406		KLEIN CANDY	819485
162204	162223	060780	WYOMING VALLEY	RT 11	EDWARDSVILLE	PA	20	20	20	20	10	10	10	10	761406		KLEIN CANDY	
162204	162223	081832	WEST END BEVERAGE	RT 209	GILBERT	PA	20	20	20	20	10	10	10	10	761406		KLEIN CANDY	
162204	162223	185047	MATUS NEWS	39 E MAIN ST	PLYMOUTH	PA	20	20	20	20	10	10	10	10	761406		KLEIN CANDY	
162204	162223	422035	PIKE'S CREEK BEV	RR 3 BOX 141	HUNLOCK CREEK	PA	20	20	20	20	10	10	10	10	761406		KLEIN CANDY	
162204	162223	456310	CHERRY'S DISCOUNT	115 S MAIN ST	OLD FORGE	PA	20	20	20	20	10	10	10	10	761406		KLEIN CANDY	
162204	162223	518457	LAUBACH	547 E 8TH ST	BERWICK	PA	20	20	20	20	10	10	10	10	761406		KLEIN CANDY	
162204	162223	553220	WESTSIDE BEV	1712 WYOMING AVE	EXETER	PA	20	20	20	20	10	10	10	10	761406		KLEIN CANDY	
162204	162223	621400	SMOKE SIGNALS	120 S RIVER ST	PLAINS	PA	20	20	20	20	10	10	10	10	761406		KLEIN CANDY	
162204	162223	705051	PITTSTON CANDY	197 BROAD ST	PITTSTON	PA	20	20	20	20	10	10	10	10	761406		KLEIN CANDY	
162204	162223	775325	DRIVE IN FOOD STORE	401 MILL ST	DANVILLE	PA	20	20	20	20	10	10	10	10	761406		KLEIN CANDY	
162204	162223	776558	SIMCOE'S BEER	4630 LEHIGH DR	WALNUTPORT	PA	20	20	20	20	10	10	10	10	761406		KLEIN CANDY	
162204	162223	776655	BIRNEY BEVERAGE	4957 BIRNEY AVE	MOOSIC	PA	20	20	20	20	10	10	10	10	761406		KLEIN CANDY	
162204	162223	776953	WYOMING VALLEY BEV	855 EXETER AVE	W PITTSTON	PA	20	20	20	20	10	10	10	10	761406		KLEIN CANDY	
162204	162223	777313	HARMONY BEVERAGE	RT 940	BLAKESLEE	PA	20	20	20	20	10	10	10	10	761406		KLEIN CANDY	

51852 8112

RETAILERS LOCATED IN DIVISIONS 1622 / 1623 / 1638 HAVE BEEN INCLUDED IN THIS PROMOTION (IF ENOUGH RETAILERS ON DIR ACCT. LIST).

DORALE 1/2 CARTON PRE-SLEEVED PROMOTION #800027

BRAND STYLES: DORALE LT 100 / FF 100 / LT MEN / LT MEN 100 / LT 100 / FF BOX 100 / LT BOX 100

PROMOTIONAL FLOOR DISPLAYS (ITEM #537362) WILL BE SHIPPED DIRECTLY TO RETAILERS MARKED "HOLD FOR R/R REP."

RETAILER SHOULD MAINTAIN DISPLAY FOR FUTURE PROMOTIONS.

SEE ATTACHED 1ST QTR WORKPLAN FOR PRICING GUIDELINES

RETAIL DISTRIBUTION DATE: MARCH 9, 1998

CARTONS PER STYLE

S/R	R/REP	SIS#	FULL NAME	ADDRESS	CITY	STATE	LT	LT	FF	LT	LT	LT	LT	FF	LT	VAP	SIS#	NAME	DIR ACCT	SUPPLIER #
								100	100	100	100	100	100	100	100					
162204	162223	660922	DISCOUNT TOBACCO	1129 MAIN ST.	PECKVILLE	PA	20	20	20	20	10	10	10	10	10	761406		KLEIN CANDY		
162204	162223	748836	THE TOBACCO STOP	8 VILLAGE CTR	E STRONDSBURG	PA	20	20	20	20	10	10	10	10	10	761406		KLEIN CANDY		
162204	162223	769281	SCRANTON TOBACCO	216 WOLFE ST	SCRANTON	PA	20	20	20	20	10	10	10	10	10	761406		KLEIN CANDY		
162204	162223	771177	ELITE TOBACCO	40 POCOMO BLVD	MT POCOMO	PA	30	30	30	30	15	15	15	15	15	761406		KLEIN CANDY		
162204	162223	660303	POCONO CONVENIENCE	650 RT 6 & 209	MATAMORAS	PA	30	30	30	30	15	15	15	15	15	761406		KLEIN CANDY		
162210	162233	594066	CATSKILL DISCOUNT BEV.	190 MILL ST	LIBERTY	NY	30	30	30	30	15	15	15	15	15	442680		MOUNTAIN CANDY		921114
162210	162233	751397	BEZ ENTERPRISE	DBA COOKS	SIDNEY	NY	30	30	30	30	15	15	15	15	15	442680		MOUNTAIN CANDY		921114
162303	162234	177253	NAFES GROCERY	251 N MAIN ST	GLOVERSVILLE	NY	30	30	30	30	15	15	15	15	15	194040		FINKLE DIST INC		

DORAL

• March - CTS Outlet Pack Promotion

Pre-packed 5-pack sleeve (½ carton) with name generation insert

Promotion targeted for Retail Partners

Designed to offer an alternative to carton purchasers that become interested in trading down to pack purchasers due to potentially higher retail prices in 1998

Incentive consumer to purchase 5 packs versus 2-3 packs

Generate names for DORAL & Co

No special offer included with 5 pack sleeves - The normal ceiling strategy pricing activity should also be applied to each 5 pack sleeve (examples below)

5 pack sleeves will arrive at direct accounts in plain white cartons, 2 sleeves per carton

Direct account should ship designated quantity of sleeves to targeted CTS outlets

Special floor display/POS Kit available

Promotion execution at retail - 5 pack sleeve

Proper pricing communication is critical to the success of this promotion

Option #1

• When selling promotion to retailer, number 1 objective is to achieve the best selling price for the 5 pack sleeve (Option #1). Retailers that insist on using their normal pack price times 5 packs to arrive at 5 pack sleeve selling price, should not be sold this promotion

• 5-pack sleeve priced equal to ½ of the retailer carton price, minus any ceiling strategy discount in place at the time

Carton Price (non-promoted)

\$14.90

Ceiling Strategy Buydown

\$2.00 ctn/20¢ per pack

$\$14.90 \text{ Carton price} \div 2 = \$7.45 - \text{discount } (\$1.00) = \$6.45 \text{ 5 pack sleeve price}$

Option #2

5 Pack sleeve priced at a lower price than 5 packs would normally sell for

Example: Pack price (non-promoted) = \$1.69

Ceiling Strategy Buydown = \$2.00 per ctn/20¢ per pack

Retailer reduces 5 pack sleeve price 10¢ per pack

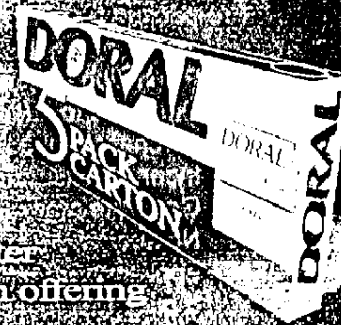
$\$1.59 \times 5 \text{ packs} = \$7.95 - \text{discount } (\$1.00) = \$6.95 \text{ 5 pack sleeve price}$

• Regardless of the pricing strategy used by retailer to determine 5 pack sleeve price, price communication of the 5 pack sleeve is critical to the success of this offer. You should ensure the new pack and carton pricers are used to communicate the net price of the 5 pack sleeve and the amount saved by customers over the normal price for 5 packs

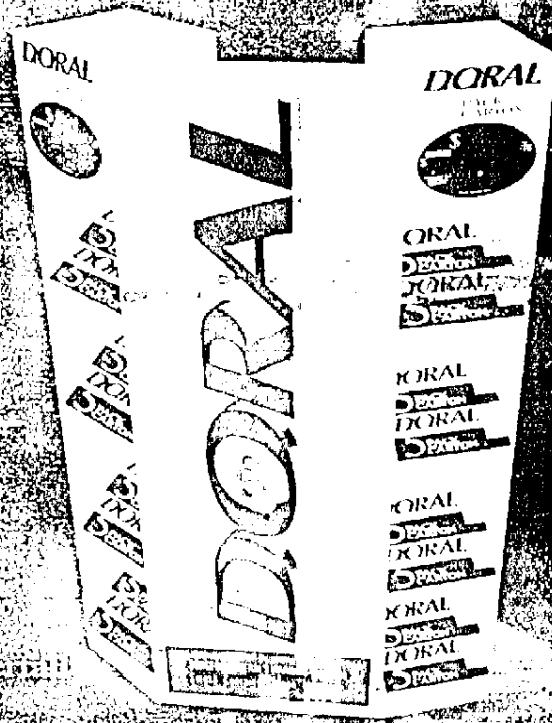
51852 8113

DORAL

Common Gives Customers Another Way To Save!



...the 5-Pac...
...along with offering...
...of the 5-Pac...



5-Pac Display

...the 5-Pac...
...to use for regular cartons when 5-Pac...
...the 5-Pac...

...the 5-Pac...
...to use for regular cartons when 5-Pac...
...the 5-Pac...



5-Pack Replica

Dangler - Oversized
5-Pack Replica hangs from
the ceiling over the unique
floor display to call attention
to this great new offer.
Includes area for pricing.

51852 8114

RETAILERS LOCATED IN DIVISIONS 1622 / 1623 / 1638 HAVE BEEN INCLUDED IN THIS PROMOTION (IF ENOUGH RETAILERS ON DIR. ACCT. LIST).

DORAL 1/2 CARTON PRE-SLEEVED PROMOTION #800027

BRAND STYLES: DORAL LT / LT 100 / FF 100 / LT MEN / LT MEN 100 / ULT LT 100 / FF BOX 100 / LT BOX 100

PROMOTIONAL FLOOR DISPLAYS (ITEM #537362) WILL BE SHIPPED DIRECTLY TO RETAILERS MARKED 'HOLD FOR RJR REP'

RETAILER SHOULD MAINTAIN DISPLAY FOR FUTURE PROMOTIONS

SEE ATTACHED 1ST QTR WORKPLAN FOR PRICING GUIDELINES

RETAIL DISTRIBUTION DATE: MARCH 9, 1998

CARTONS PER STYLE

D O R A L

S/REP	R/REP	SIS#	FULL NAME	ADDRESS	CITY	STATE	LT	LT 100	FF 100	ULT LT 100	LT MEN 100	FF BOX 100	LT BOX 100	VAP SIS#	VAP DIRECT ACCT NAME	DIR ACCT SUPPLIER
162302	162320	177009	JACOB & TONEYS IGA	157 MAIN ST	WARRENSBURG	NY	30	30	30	30	15	15	15	160600	DONAHUE TOBACCO CO	
162302	162320	177011	BOB'S VARIETY	47 SOUTH STREET	GLENS FALLS	NY	30	30	30	30	15	15	15	160600	DONAHUE TOBACCO CO	
162302	162320	566184	MINOQUE'S BEVERAGE	AVIATION ROAD	QUEENSBURY	NY	30	30	30	30	15	15	15	160600	DONAHUE TOBACCO CO	
162302	162320	320476	D & G HARDWARE	RT. 9 MAIN ST	WARRENSBURG	NY	30	30	30	30	15	15	15	194040	FINKLE DIST INC	
162302	162320	452987	EZ DUZZIT	75 SARATOGA AVE	SOUTH GLENS FA	NY	30	30	30	30	15	15	15	194040	FINKLE DIST INC	
162302	162320	636227	APOLLO FUELS	RT 149	PAWLET	VT	30	30	30	30	15	15	15	204800	SAM FRANK INC	
162302	162320	657371	BEVERAGE KING	RTE 44	BOMOSEEN	VT	30	30	30	30	15	15	15	204800	SAM FRANK INC	
162302	162320	778167	WELLS TRADING POST	ROUTE 30 BOX 58	WELLS	VT	30	30	30	30	15	15	15	204800	SAM FRANK INC	
162302	162320	494957	POULTNEY CASH MARKET	37 MAIN ST	POULTNEY	VT	30	30	30	30	15	15	15	315288	DOWLINGS INC	
162302	162321	566187	MINOQUE'S BEVERAGE	16 WEST AVE	SARATOGA SPRING	NY	30	30	30	30	15	15	15	160600	DONAHUE TOBACCO CO	
162302	162321	566189	MINOQUE'S BEVERAGE	ROUTE 9	WILTON	NY	30	30	30	30	15	15	15	160600	DONAHUE TOBACCO CO	
162304	162321	713344	WASH N DRY LAUNDRY	92 MAIN ST	CORINTH	NY	30	30	30	30	15	15	15	160600	DONAHUE TOBACCO CO	
162304	162321	175520	VITA MART	MILTON AVENUE	BALLSTON SPA	NY	30	30	30	30	15	15	15	611800	STANDARD ROSENBAUM	
162304	162321	500871	VITA MART	114 PARK AVE	MECHANICVILLE	NY	30	30	30	30	15	15	15	611800	STANDARD ROSENBAUM	
162304	162321	596446	SANTOSH K. RAIZADA	4 FIRE RD	CLIFTON PARK	NY	30	30	30	30	15	15	15	611800	STANDARD ROSENBAUM	
162304	162321	782959	THRUWAY BEVERAGE II	1184 STATE ROUTE 29	GREENWICH	NY	30	30	30	30	15	15	15	611800	STANDARD ROSENBAUM	
162303	162322	819977	COUNTRY FEED STORE	ROUTE 30	AMSTERDAM	NY	60	60	60	60	30	30	30	194040	FINKLE DIST INC	
162303	162322	765418	SMOKERS PARADISE	14 SARATOGA RD	SCOTIA	NY	30	30	30	30	15	15	15	442680	MOUNTAIN CANDY	
162304	162322	777125	SMOKERS PARADISE III	671 NEW LOUDEN RD	LATHAM	NY	30	30	30	30	15	15	15	442680	MOUNTAIN CANDY	
162305	162322	757620	SMOKERS PARADISE I	90 STATE ST	ALBANY	NY	30	30	30	30	15	15	15	442680	MOUNTAIN CANDY	985499
162301	162323	633761	MINOR'S DISCOUNT BEV	375 LAKE ST	ST ALBANS	VT	30	30	30	30	15	15	15	315288	DOWLINGS INC	2684
162301	162323	177803	RICHARDS GROCERY	71 JOHNSON AVE	PLATTSBURGH	NY	30	30	30	30	15	15	15	358150	LAVIN CANDY COMPANY	
162301	162323	568572	EXPRESS LANE	20 BROAD ST	PLATTSBURGH	NY	30	30	30	30	15	15	15	358150	LAVIN CANDY COMPANY	
162303	162324	7130283	BEEBE'S SERVICE STA	1000 CURRY RD	SCHENECTADY	NY	30	30	30	30	15	15	15	194040	FINKLE DIST INC	

RETAILERS LOCATED IN DIVISIONS 1622 / 1623 / 1638 HAVE BEEN INCLUDED IN THIS PROMOTION (IF ENOUGH RETAILERS ON DIR. ACCT. LIST).

DORAL 1/2 CARTON PRE-SLEEVED PROMOTION #800027

BRAND STYLES: DORAL LT / LT 100 / FF 100 / LT MEN / LT MEN 100 / ULT LT 100 / FF BOX 100 / LT BOX 100

PROMOTIONAL FLOOR DISPLAYS (ITEM #537362) WILL BE SHIPPED DIRECTLY TO RETAILERS MARKED 'HOLD FOR RJR REP'.

RETAILER SHOULD MAINTAIN DISPLAY FOR FUTURE PROMOTIONS.

SEE ATTACHED 1ST QTR WORKPLAN FOR PRICING GUIDELINES

RETAIL DISTRIBUTION DATE: MARCH 9, 1998

CARTONS PER STYLE

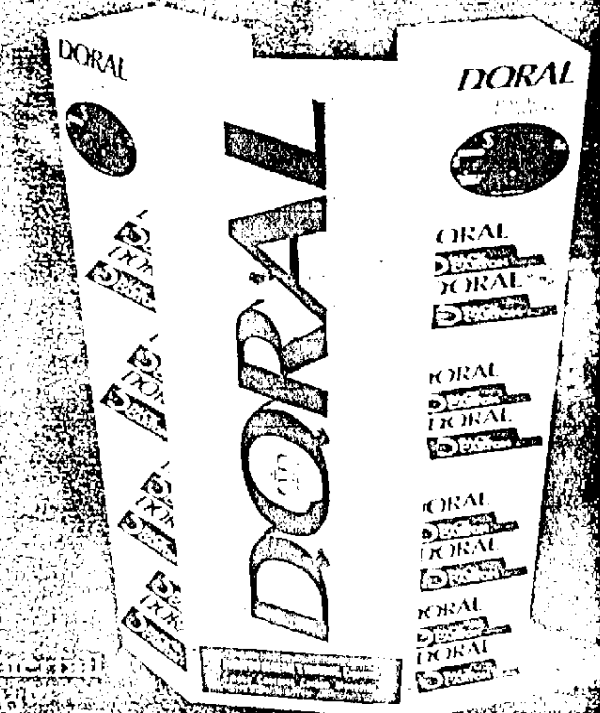
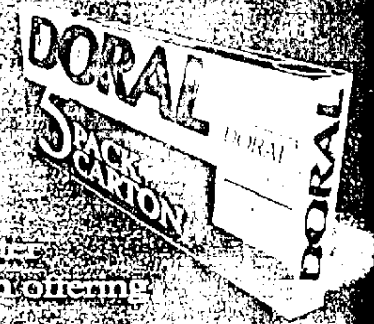
D O R A L

S/REP	R/REP	SIS#	FULL NAME	ADDRESS	CITY	STATE	LT	LT 100	FF 100	ULT LT 100	LT MEN 100	FF BOX 100	LT BOX 100	VAP SIS#	VAP DIRECT ACCT NAME	DIR ACCT SUPPLIER #
162303	162324	767356	FIVE CORNER ATLANTIC	378 MARIVILLE RD	SCHENECTADY	NY	30	30	30	30	15	15	15	194040	FINKLE DIST INC	
162302	162325	114561	NEXT DOOR	RT-7	POWNA	VT	60	60	60	60	30	30	30	204600	SAM FRANK INC	
162302	162325	386834	N BENNINGTON VARIETY	BANK STREET, EXT	N BENNINGTON	VT	30	30	30	30	15	15	15	204600	SAM FRANK INC	
162302	162325	623997	SARGENT'S SHORT STOP	300 MAIN ST	BENNINGTON	VT	30	30	30	30	15	15	15	204600	SAM FRANK INC	
162302	162325	114544	SMOKERS DEN	HUNT STREET	BENNINGTON	VT	30	30	30	30	15	15	15	204600	SAM FRANK INC	
162306	162325	767584	A MART MERCHANDISE	746 PAWLING AVE	TROY	NY	30	30	30	30	15	15	15	194040	FINKLE DIST INC	914234
162306	162325	777133	SMOKERS PARADISE V	604 PAWLING AVE	TROY	NY	30	30	30	30	15	15	15	442680	MOUNTAIN CANDY	0
162306	162325	784251	SMOKERS PARADISE VII	RT-73 HOOSICK ST	TROY	NY	30	30	30	30	15	15	15	442680	MOUNTAIN CANDY	0
162306	162325	583068	BEVERAGE MART	79 MAIN AVE	WYNANTS KILL	NY	60	60	60	60	30	30	30	611800	STANDARD ROSENBAUM	15968
162306	162325	637167	J&J RETAIL INC	DBA \$1.00 DEALS	RENSSELAER	NY	30	30	30	30	15	15	15	611800	STANDARD ROSENBAUM	
162306	162326	563785	THRUWAY BEVERAGE	1621 COLUMBIA TPKE	CASTLETON ON H	NY	30	30	30	30	15	15	15	611800	STANDARD ROSENBAUM	
162307	162327	478829	THRUWAY PHARMACY INC	TRUWAY SHP/CTR PLAZA	WALDEN	NY	30	30	30	30	15	15	15	442680	MOUNTAIN CANDY	

9118 29815

DORAL

...Gives
...Another
...Save!



5-Pack Replica Dangler - Oversized 5-Pack Replica hangs from the ceiling over the unique floor display to call attention to this great new offer. Includes area for pricing.

...and to 15¢ for regular cartons when 5-Pac
...22 1/2" Depth-12".

51852 8117

©1982 R.J. REYNOLDS TOBACCO CO.

DORAL

• March - CTS Outlet Pack Promotion

Pre-packed 5-pack sleeve (1/2 carton) with name generation insert

Promotion targeted for Retail Partners

Designed to offer an alternative to carton purchasers that become interested in trading down to pack purchasers due to potentially higher retail prices in 1998.

Incentivizes consumer to purchase 5 packs versus 2-3 packs

Generate names for DORAL & Co

No special offer included with 5 pack sleeves. The normal ceiling strategy pricing activity should also be applied to each 5 pack sleeve (examples below)

5 pack sleeves will arrive at direct accounts in plain white cartons. 2 sleeves per carton

Direct account should ship designated quantity of sleeves to targeted CTS outlets

Special floor display/POS Kit available

Promotion execution at retail - 5 pack sleeve

Proper pricing communication is critical to the success of this promotion

Option #1

• When selling promotion to retailer, number 1 objective is to achieve the best selling price for the 5 pack sleeve (Option #1). Retailers that insist on using their normal pack price times 5 packs to arrive at 5 pack sleeve selling price should not be sold this promotion

• 5-pack sleeve priced equal to 1/2 of the retailer carton price, minus any ceiling strategy discount in place at the time

Carton Price (non-promoted) \$14.90

Ceiling Strategy Buydown \$2.00 ctn./20¢ per pack

$\$14.90 \text{ Carton price} \div 2 = \$7.45 - \text{discount } (\$1.00) = \$6.45 = 5 \text{ pack sleeve price}$

Option #2

• 5 Pack sleeve priced at a lower price than 5 packs would normally sell for

Example: Pack price (non-promoted) \$1.69

Ceiling Strategy Buydown \$2.00 per ctn./20¢ per pack

Retailer reduces 5 pack sleeve price 10¢ per pack

$\$1.59 \times 5 \text{ packs} = \$7.95 - \text{discount } (\$1.00) = \$6.95 = 5 \text{ pack sleeve price}$

• Regardless of the pricing strategy used by retailer to determine 5 pack sleeve price, price communication of the 5 pack sleeve is critical to the success of this offer. You should ensure the new pack and carton pricers are used to communicate the net price of the 5 pack sleeve and the amount saved by customers over the normal price for 5 packs

51852 8118

RETAILERS LOCATED IN DIVISIONS 1622 / 1623 / 1638 HAVE BEEN INCLUDED IN THIS PROMOTION (IF ENOUGH RETAILERS ON DIR. ACCT. LIST).

DORAL 1/2 CARTON PRE-SLEEVED PROMOTION #800027

BRAND STYLES: DORAL LT / LT 100 / FF 100 / LT MEN 100 / ULT LT 100 / FF BOX 100 / LT BOX 100

PROMOTIONAL FLOOR DISPLAYS (ITEM #537362) WILL BE SHIPPED DIRECTLY TO RETAILERS MARKED 'HOLD FOR RJR REP'

RETAILER SHOULD MAINTAIN DISPLAY FOR FUTURE PROMOTIONS

SEE ATTACHED 1ST QTR WORKPLAN FOR PRICING GUIDELINES

RETAIL DISTRIBUTION DATE: MARCH 9, 1998

CARTONS PER STYLE

D O R A L

S/REP	R/REP	SIS#	FULL NAME	ADDRESS	CITY	STATE	LT	LT 100	FF 100	ULT LT 100	LT MEN 100	LT MEN 100	FF BOX 100	LT BOX 100	VAP	VAP SIS#	NAME	DIR ACCT SUPPLIER #
163805	163820	103073	RAY'S STATELINE MKT	4 MAMMOTH RD	PELHAM	NH	20	20	20	20	10	10	10	10	462720		N H TOBACCO CORP	921007
163805	163820	611422	FIRST CHANCE	DBA PELHAM MOBIL	PELHAM	NH	20	20	20	20	10	10	10	10	462720		N H TOBACCO CORP	
163805	163820	702662	SIGNAL VARIETY	63 PLAISTOW RD	PLAISTOW	NH	30	30	30	30	15	15	15	15	648240		TBI CORPORATION	
163804	163821	104065	THE BIG S	48 MANNING HILL	WINCHESTER	NH	30	30	30	30	15	15	15	15	91800		CAPITAL CANDY	39051
163804	163821	278707	ROUTE 63 COUNTRY	525 NORTHFIELD ROAD	HINSDALE	NH	30	30	30	30	15	15	15	15	91800		CAPITAL CANDY	39128
163804	163822	103186	STATE LINE VARIETY	RT 31 & 124	GREENVILLE	NH	20	20	20	20	10	10	10	10	462720		N H TOBACCO CORP	904524
163804	163822	559739	HARDSCRABBLE VAR.	880 VALLEY RD	GREENVILLE	NH	30	30	30	30	15	15	15	15	462720		N H TOBACCO CORP	919159
163804	163823	572626	AYOTTES STATELINE	100 RIVER ROAD	HUDSON	NH	30	30	30	30	15	15	15	15	462720		N H TOBACCO CORP	909598
163807	163826	677682	CASE N KEG LACONIA	JEFF MORIN ENTERPRISES	LACONIA	NH	30	30	30	30	15	15	15	15	91800		CAPITAL CANDY	14290
163807	163826	743970	CASE N KEG	5 MILL ST	MEREDITH	NH	40	40	40	40	20	20	20	20	91800		CAPITAL CANDY	
163807	163826	755792	CORNER MARKET	201 1/2 WALKER STREET	CONCORD	NH	20	20	20	20	10	10	10	10	396840		MANCHESTER TOBACCO	429155
163801	163827	679787	PAULS REDEMPTION CTR	RR #1 U.S. RTE 5	DERBY	VT	30	30	30	30	15	15	15	15	281200		HIBBERT & MCGEE INC	132
163801	163828	334692	BEVERAGE BARON	19 GABLE PL	BARRE	VT	30	30	30	30	15	15	15	15	281200		HIBBERT & MCGEE INC	
162301	163829	717500	MCGREGOR'S PHARMACY	476 MAIN ST	WINOOSKI	VT	30	30	30	30	15	15	15	15	281200		HIBBERT & MCGEE INC	
163802	163829	289988	WEST ADDISON GENERAL	RT #17 & LAKE RD	WEST ADDISON	VT	30	30	30	30	15	15	15	15	281200		HIBBERT & MCGEE INC	2710

DORAL

- March - CTS Outlet Pack Promotion

Pre-packed 5-pack sleeve (½ carton) with name generation insert.

- Promotion targeted for Retail Partners
- Designed to offer an alternative to carton purchasers that become interested in trading down to pack purchasers due to potentially higher retail prices in 1998.
- Incentive consumer to purchase 5 packs versus 2-3 packs.
- Generate names for DORAL & Co.
- No special offer included with 5 pack sleeves. The normal ceiling strategy pricing activity should also be applied to each 5 pack sleeve (examples below).
- 5 pack sleeves will arrive at direct accounts in plain white cartons, 2 sleeves per carton.
- Direct account should ship designated quantity of sleeves to targeted CTS outlets.
- Special floor display/POS Kit available.

Promotion execution at retail - 5 pack sleeve

Proper pricing communication is critical to the success of this promotion.

Option #1

- When selling promotion to retailer, number 1 objective is to achieve the best selling price for the 5 pack sleeve (Option #1). Retailers that insist on using their normal pack price times 5 packs to arrive at 5 pack sleeve selling price should not be sold this promotion.
- 5-pack sleeve priced equal to ½ of the retailer carton price, minus any ceiling strategy discount in place at the time.

Carton Price (non-promoted)	\$14.90
Ceiling Strategy Buydown	\$2.00 ctn./20¢ per pack

$\$14.90 \text{ Carton price} \div 2 = \$7.45 - \text{discount } (\$1.00) = \$6.45$ 5 pack sleeve price

Option #2

- 5 Pack sleeve priced at a lower price than 5 packs would normally sell for.

Example: Pack price (non-promoted) \$1.69

Ceiling Strategy Buydown - \$2.00 per ctn./20¢ per pack

Retailer reduces 5 pack sleeve price 10¢ per pack

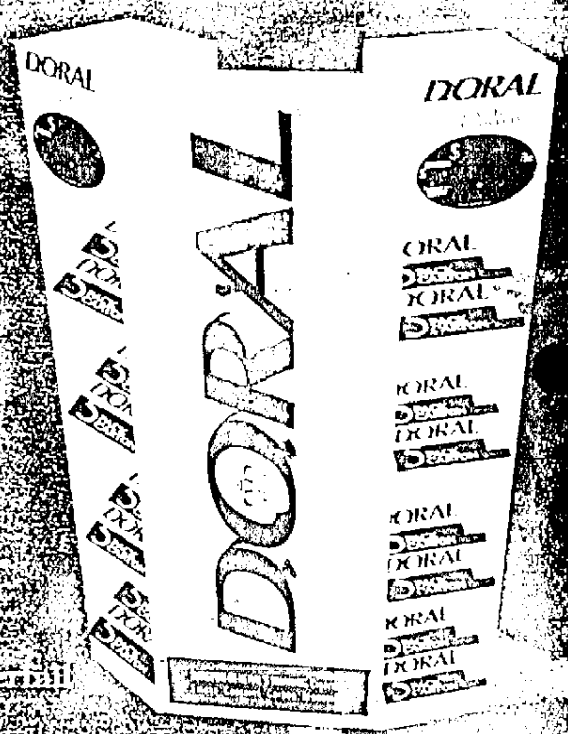
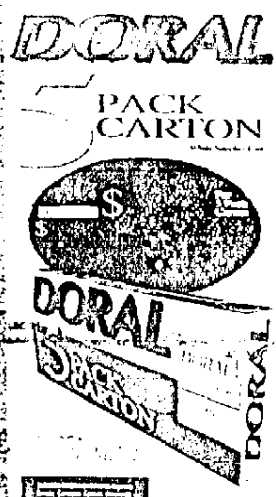
$\$1.59 \times 5 \text{ packs} = \$7.95 - \text{discount } (\$1.00) = \$6.95$ 5 pack sleeve price

- Regardless of the pricing strategy used by retailer to determine 5 pack sleeve price, price communication of the 5 pack sleeve is critical to the success of this offer. You should ensure the new pack and carton pricers are used to communicate the net price of the 5 pack sleeve and the amount saved by customers over the normal price for 5 packs.

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DORAL

...tion Gives
...ers Another
... Way to Save!



... 5-Pack Carton
... packs to use for regular cartons when 5-Pac
... 22 1/2", Depth-12"



**5-Pack Replica
Dangler** - Oversized
5-Pack Replica hangs from
the ceiling over the unique
floor display to call attention
to this great new offer.
Includes area for pricing.

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